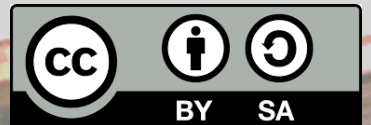


# Creative Commons

**Introduction webinar for librarians**

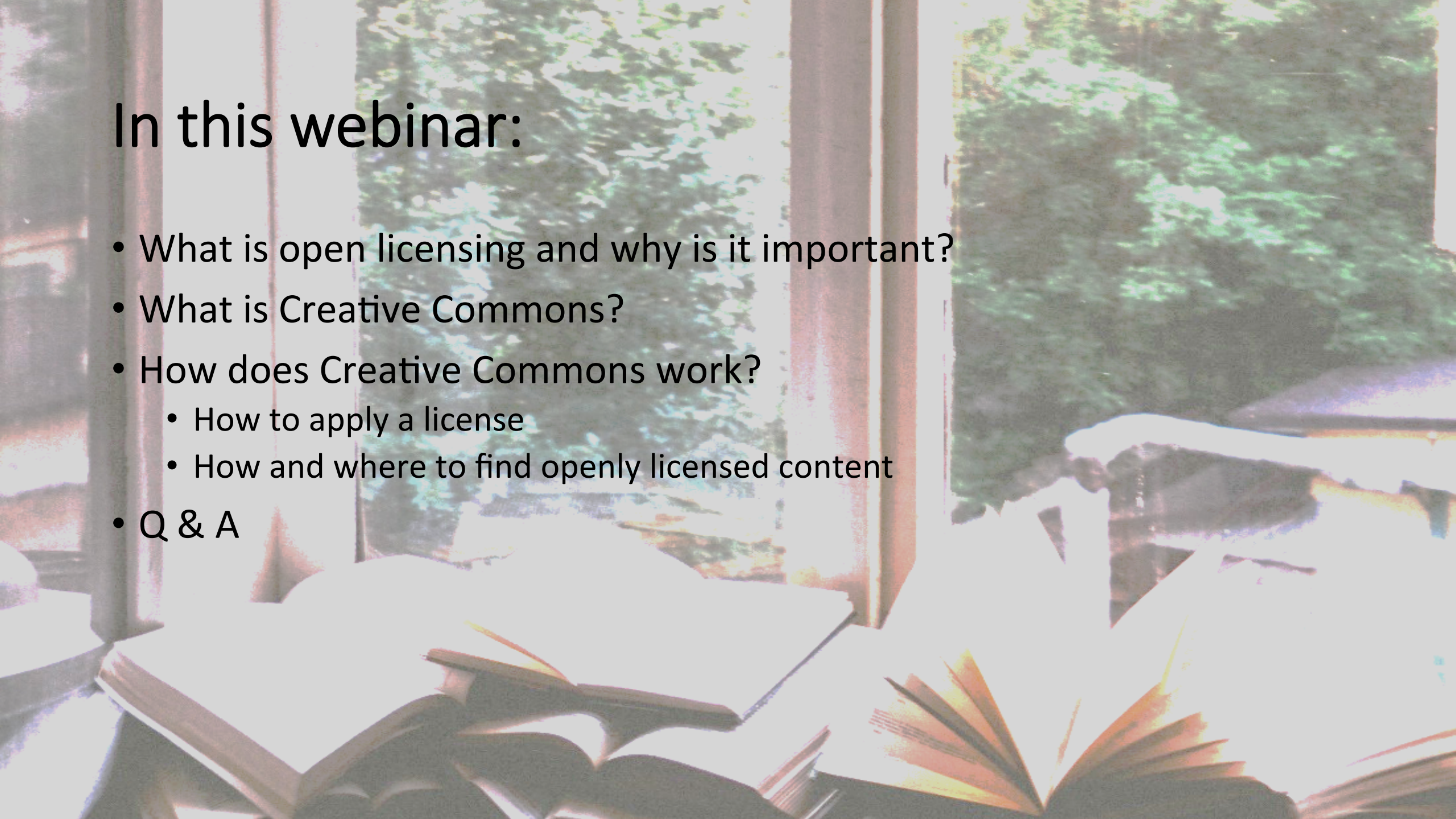
**Gwen Franck (EIFL)**

**Ilkay Holt (Creative Commons Turkey)**




# In this webinar:

- What is open licensing and why is it important?
- What is Creative Commons?
- How does Creative Commons work?
  - How to apply a license
  - How and where to find openly licensed content
- Q & A





A photograph of a window with a view of green trees and a building. In the foreground, several open books are scattered on a surface. The text "What is open licensing and why is it important?" is overlaid on the image.

What is open licensing and why is it important?



**“All rights reserved”**

# Traditional copyright system

- Based on the 'all rights reserved' principle
- Based on 19th century [Berne Convention](#)
- Works remain in system until x amount of years after death of longest living author/ rights holder
- Automatic – no action required
- Access via [Exceptions and Limitations](#) as set out in national copyright law
- [Fair use / Fair dealing](#) (common law countries such as US)

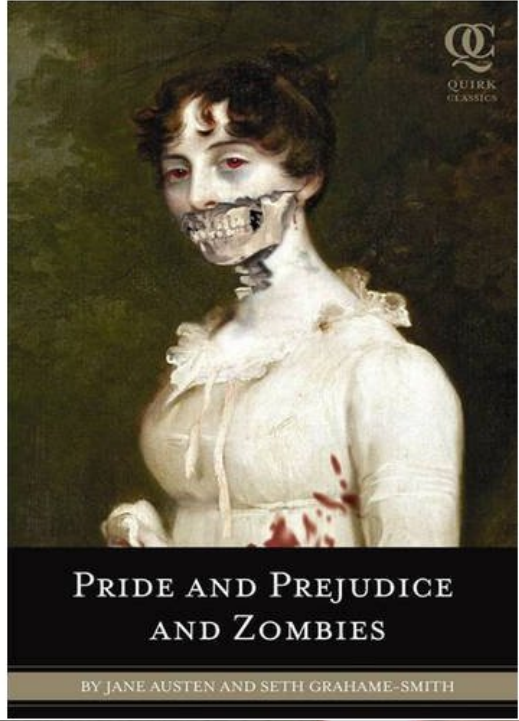
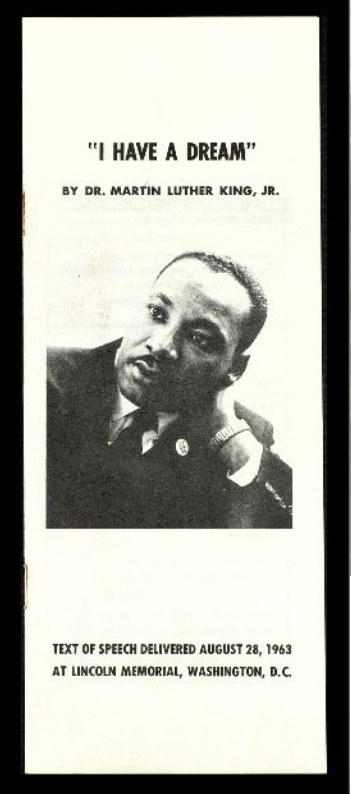
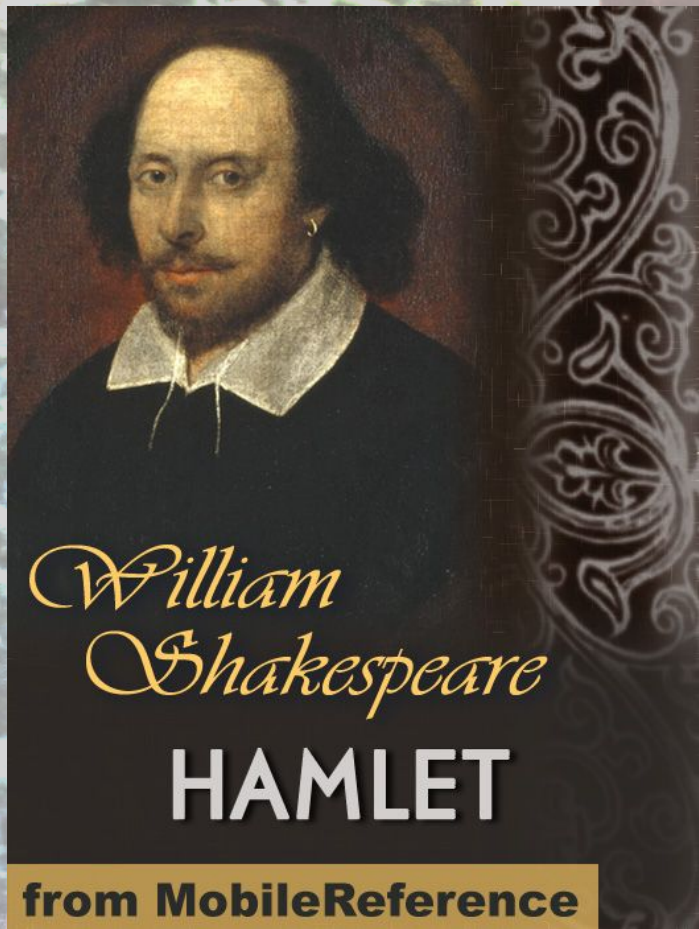
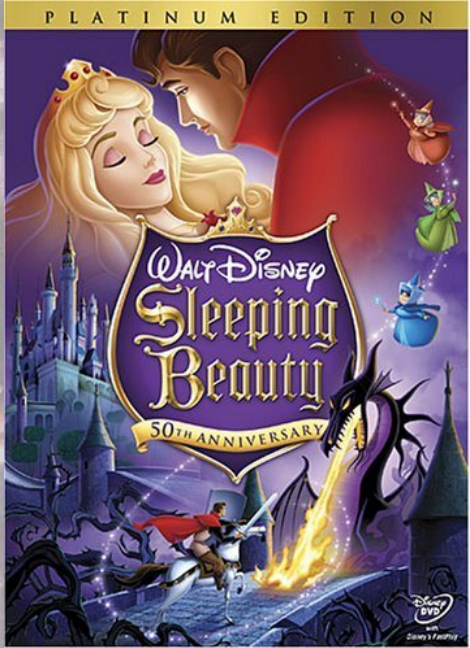
# A flawed system:

- Protection period evolved from lifespan author to more than 70 years (tendency to be even more increased)
- Exceptions are not harmonised
- Automatic – it is difficult to abstain from your rights even if you want to
- Orphan works: difficult to decide copyright status
- Not adapted to reality in 2017
- Any re-use (except when L&E apply or fair use): permission required
- Public domain under pressure
- Copyright reform: a complicated, long process

# The Public Domain

- Everything on which no copyright applies
  - Protection has expired
  - The content has never been copyrightable
  - All rights have been waived by the rights holder
- Public Domain works:
  - All re-use is permitted
  - You can 'remix' Public Domain works and claim (c) on the new work, but the original stays in the Public Domain!





# Public domain status:

- Often difficult to determine whether Public Domain or not
  - Variations per jurisdiction
  - Author(s) unknown
  - Copy or adaptation?
- Rights holders undertake action when (c) expires

# Open licensing: a 'quick' fix

- “Some rights reserved”
  - Middle ground between full (c) and Public Domain
- Author/rights holder:
  - Predefines manners of permitted re-use
  - User does not need to ask for permission when re-using the content (for most open licenses)
- ‘Simplification’ of author rights
- Legally valid
  - Creator still retains author rights (unless they have put the work into the public domain)
  - Non-compliance with license is a copyright infringement
- Different licenses for different types of content
  - Great variation in requirements and permissions

# What is Creative Commons?

- One of the most well-known all round open licenses
- Over 1 billion works licensed
- US-based non-profit, working with a small staff and a world-wide network of volunteers who educate about 'open' issues, the licenses, create license translations, advise on license-related issues, ...
- Used on well known platforms: TED, Medium, Flickr, PLoS, Wikimedia ...
- 6 variations and two public domain dedications
- [www.creativecommons.org](http://www.creativecommons.org)

A photograph of a window with a view of a lush green forest and a building. In the foreground, several open books are scattered on a surface, suggesting a study or library environment. The text "How does Creative Commons work?" is overlaid on the image.

How does Creative Commons work?



4 building blocks

Can be combined into 6  
licenses

# All licenses have in common:

- **Attribution** — You must give [appropriate credit](#), provide a link to the license, and [indicate if changes were made](#). You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- **No additional restrictions** — You may not apply legal terms or [technological measures](#) that legally restrict others from doing anything the license permits.
- **ADDITIONAL CONDITIONS: SA, NC, ND or combination**
- You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable [exception or limitation](#).
- No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as [publicity, privacy, or moral rights](#) may limit how you use the material.

# 'BY' – attribution

- Share — copy and redistribute the material in any medium or format
- Adapt — remix, transform, and build upon the material
- for any purpose, even commercially.





# 'SA' – ShareAlike

- Share — copy and redistribute the material in any medium or format
- Adapt — remix, transform, and build upon the material
- for any purpose, even commercially.
- **ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.**



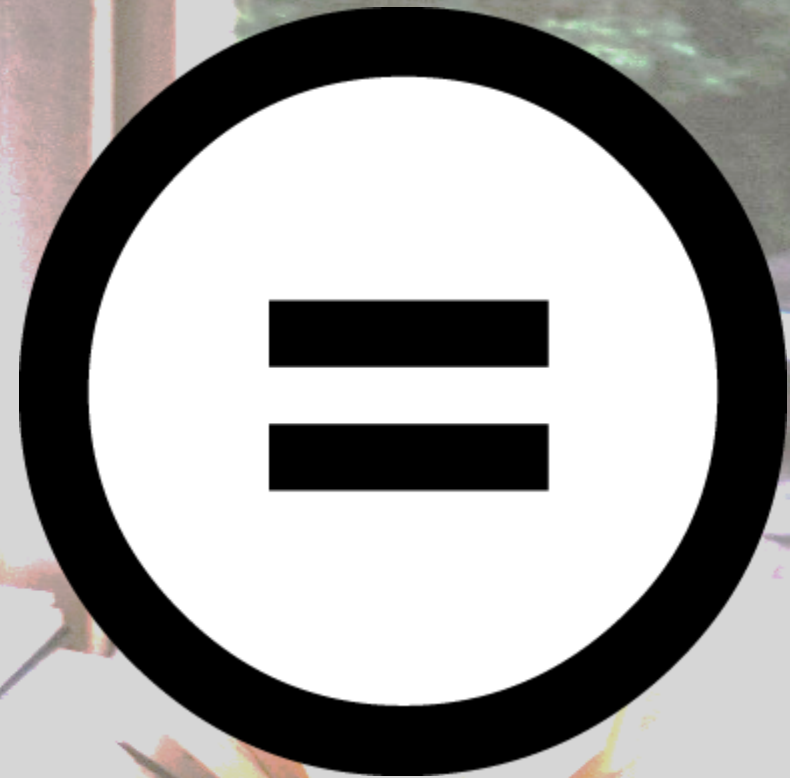
# 'NC' - NonCommercial

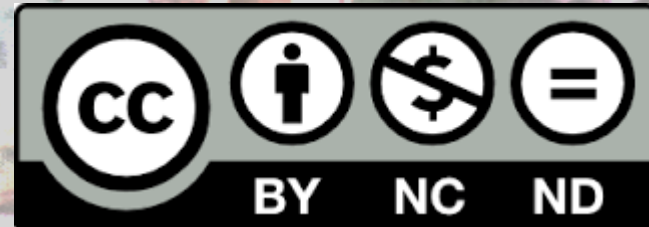
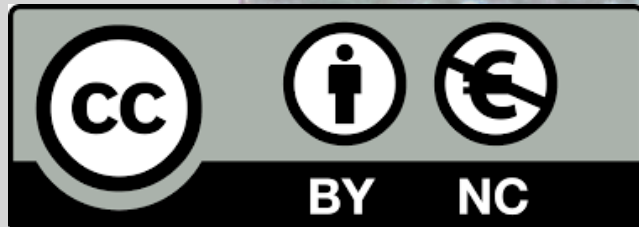
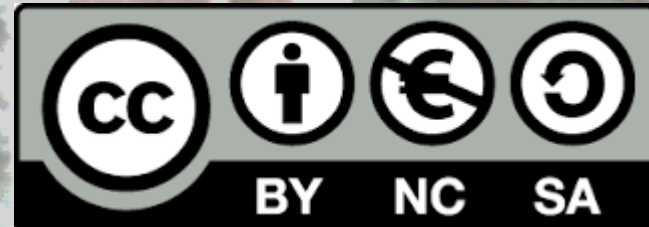
- Share — copy and redistribute the material in any medium or format
- Adapt — remix, transform, and build upon the material
- for any purpose, even commercially.
- **NonCommercial** — You may not use the material for [commercial purposes](#).



# 'ND' - NoDerivatives

- Share — copy and redistribute the material in any medium or format
- Adapt — remix, transform, and build upon the material
- for any purpose, even commercially.
- **NoDerivatives** — If you [remix, transform, or build upon](#) the material, you may not distribute the modified material.





<https://creativecommons.org/licenses/>



## Three layers:

- Machine Readable
- Human Readable
- Legal Code



A photograph of a window with a view of a lush green forest. In the foreground, several open books are scattered on a table, suggesting a study or reading area. The text "How to apply a Creative Commons license?" is overlaid on the image.

How to apply a Creative Commons license?

# Applying a Creative Commons license

- Copy paste applicable license text/image/code from [www.creativecommons.org](http://www.creativecommons.org)
- Paste it in the object or in the metadata
- A lot of platforms have a dedicated license chooser when uploading content, adding the license information to the metadata automatically



# www.creativecommons.org

## License Features

Your choices on this panel will update the other panels on this page.

### Allow adaptations of your work to be shared?



- Yes  No  Yes, as long as others share alike

### Allow commercial uses of your work?



- Yes  No

## Selected License

Attribution 4.0 International



This is a Free Culture License!

## Have a web page?



This work is licensed under a [Creative Commons Attribution 4.0 International License](#).

### Copy this code to let your visitors know!

```
<a rel="license"
href="http://creativecommons.org/licenses/by/
4.0/">                  | <a href="#">?</a> |
| Attribute work to name | <input type="text" value="Gwen and Ilkay"/>                        | <a href="#">?</a> |
| Attribute work to URL  | <input type="text" value="www.gwenilkay.com"/>                     | <a href="#">?</a> |
| Source work URL        | <input type="text" value="www.thisworkbasedon.com"/>               | <a href="#">?</a> |
| More permissions URL   | <input type="text" value="https://seethis4additionaldetails.com"/> | <a href="#">?</a> |
| Format of work         | <input type="text" value="Other / Multiple formats"/>              | <a href="#">?</a> |
| License mark           | <input type="text" value="HTML+RDFa"/>                             | <a href="#">?</a> |

## Have a web page?



This work is awesome by [Gwen and Ilkay](#) is licensed under a [Creative Commons Attribution 4.0 International License](#).

Based on a work at

[www.thisworkbasedon.com](http://www.thisworkbasedon.com).

Permissions beyond the scope of this license may be available at

<https://seethis4additionaldetails.com>.

**Copy this code to let your visitors know!**

```
<a rel="license"
href="http://creativecommons.org/licenses/by/4.0/"><img alt="Creative Commons Licence"
style="border-width:0"
src="https://i.creativecommons.org/l/by/4.0/88
```

Normal  
Icon

Compact  
Icon

# Additional considerations

- Combining licenses
  - Not all licenses combine together (especially when 'no derivatives' or 'non commercial')
- Don't commit 'Copyfraud'
  - Do not apply a CC license when you don't have the author rights
  - Do not apply CC licenses on an (unaltered) Public Domain work

- A license is irrevocable, so think before you apply:
  - No Derivatives:
    - does not allow translations
    - even minor edits are not allowed (such as a colour filter, cropping,...)
  - Non Commercial :
    - no use on .com websites
    - difficult to define!
  - NC-ND: not a lot of difference with traditional copyright



# Citation



Richard Poynder 2015

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A photograph of a window with a view of green trees and a building. In the foreground, several open books are scattered on a surface. The text "Where are Creative Commons licenses used?" is overlaid on the image.

Where are Creative Commons licenses used?

The logo for Flickr, featuring the word "flickr" in a lowercase, sans-serif font. The "f" is blue, and the "i", "l", "l", "r" are pink.The logo for Bandcamp, consisting of a blue parallelogram followed by the word "bandcamp" in a lowercase, sans-serif font.The logo for Wikipedia, featuring the word "WIKIPEDIA" in a bold, uppercase, serif font.The logo for YouTube, with "You" in black and "Tube" in white inside a red rounded rectangle.The logo for 500.org, featuring the number "500" in a blue, stylized font.The logo for Internet Archive, with "INTERNET ARCHIVE" in a vertical stack of text on the left and a black icon of a classical building with columns on the right.The logo for Vimeo, featuring the word "vimeo" in a lowercase, blue, sans-serif font.The logo for Wikimedia Commons, showing a blue circular icon with a red dot in the center and arrows pointing outwards, with "WIKIMEDIA COMMONS" in black text below.The logo for FMA (Full Motion Audio), with "FMA" in a bold, black, sans-serif font.The logo for Skills Commons, with "SKILLS COMMONS" in black and a gear icon, and "open for learning" in smaller text below.The logo for Boundless, featuring a colorful star-like icon with four points in yellow, green, and blue, and the word "BOUNDLESS" in black text below.The logo for Europeana, with a stylized black "e" icon and the text "europeana think culture" in black.The logo for Tribe of Noise, featuring a black square icon with a white figure and the text "Tribe of Noise" in black.The logo for Jamendo, with "jamendo" in a lowercase, purple, sans-serif font.The logo for MIT OpenCourseWare, with "MIT OPEN COURSEWARE" in black and "MASSACHUSETTS INSTITUTE OF TECHNOLOGY" in smaller text below.The logo for PLOS, featuring a black icon of a globe with dots and the word "PLOS" in a bold, black, sans-serif font.

*Library staff required to create a learning material?  
Lecturers need content for a course package?  
You want to prepare a presentation?*

# Where to use a CC license?

## *Repository management*

The screenshot displays the Phaidra repository management interface. At the top, there is a navigation bar with the University of Vienna logo, a user profile icon, language selection (EN), and a 'Quicklinks' menu. Below this, there are 'Search' and 'Login' buttons. The main content area is divided into several sections:

- Author:** Lists 'Budroni, Paolo' and 'Blumesberger, Susanne'.
- Description (deu):** A paragraph explaining that Phaidra is an innovative long-term archiving system at the University of Vienna, ensuring digital collections are preserved, managed, and accessible.
- Object languages:** Lists 'German'.
- Date:** Shows '2008-07-31'.
- Rights:** Features the Creative Commons Attribution 2.0 Austria (CC BY 2.0 AT) license logo and text: 'This work is licensed under a CC BY 2.0 AT - Creative Commons Attribution 2.0 Austria License.'

On the right side, an 'Object Links' menu is open, showing options like 'View in browser', 'Download (1.0 MB)', 'Dublin Core', 'University of Vienna', and 'Metadata'. Below this, the 'Item submission' process is shown as a sequence of steps: Describe → Describe → Access → Upload → Review → **CC License** → License → Complete. The 'CC License' step is highlighted in green. Below the submission steps, the 'License Your Work' section is visible, with a 'Show' button and text: 'If you wish, you may add a [Creative Commons](#) License to your item. Creative Commons licenses govern what people who read your work may then do with it.'

The 'License Type' dropdown menu is set to 'Creative Commons'. Below it, there are two questions with radio button options:

- Allow commercial uses of your work?** with options  No and  Yes.
- Allow modifications of your work?** with options  ShareAlike,  No, and  Yes.

At the bottom of this section, a note states: 'You must click Next to save your changes.'



# Where to use a CC license?

## *Research support*

EU Commission promotes use of CC licenses in publication and data sharing. Excerpts from H2020 Programme Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020

In all cases, the Commission encourages authors to retain their **copyright** and grant adequate licences to publishers. [Creative Commons](#) offers useful licensing solutions. This type of licence is a good legal tool for providing open access in its broadest sense.

One straightforward and effective way of doing this is to attach [Creative Commons Licences](#) ([CC BY](#) or [CC0](#)) to the data deposited.

# Where to use a CC license?

## *Publishing*



# Where to find CC licensed resources? *open education resources*

**OER COMMONS**  
OPEN EDUCATIONAL RESOURCES

Discover ▾ Hubs ▾ Groups ▾ Our Services ▾ Create ▾ Sign In/Register

## Discover. Share. Grow.

OER Commons is a dynamic digital library and network of educators dedicated to providing open educational resources for all.

What are you looking for?  Subject

Fine tune your search

**Extensive Library**

**Refining your topic and searching for articles**

Save ▾ Evaluate Align

Tags (4)

- Exploration of Topics
- Information Literacy
- Research Methods
- Scholarly Journal Articles

Log in to add tags to this item.

Conditions of Use:

Creative Commons Attribution-Noncommercial 4.0

**Use Guideline**

Conditions of Use: [Remix and Share](#)

**View Resource**

Author: Debbie Herman  
Subject: Higher Education  
Provider: Manchester Community College  
Level: Community College / Lower Division

Language: English  
Material Type: Activity/Lab, Assessment, Interactive  
Media Format: Text/HTML  
Technical requirements: Guide on the Side (Arizona State University)

Abstract: The tutorial will guide you through the process of narrowing down your research paper topic and choosing appropriate search terms. We will then use the Academic Search Premier search engine for articles that support your topic.



# Where to find CC licensed resources? *videos*

The image shows a YouTube search results page for the query "creative commons". The search bar at the top contains the text "creative commons" and a search icon. The page shows "About 6,070,000 results". A "Filters" dropdown menu is open, displaying a table of filter options. The "Creative Commons" option under the "Features" column is highlighted with a red box. Below the filters, a video thumbnail is visible with the Creative Commons logo and the text "Creative Commons & Copyright Info".

**YouTube** GB

creative commons

Home

My channel

Trending

Subscriptions 37

**LIBRARY**

History

Watch Later

gym

Favorites

Show more

**SUBSCRIPTIONS**

Elbphilharmonie ... 1

Open-World 1

TED 5

Filters

About 6,070,000 results

| Upload date | Type      | Duration            | Features                | Sort by     |
|-------------|-----------|---------------------|-------------------------|-------------|
| Last hour   | Video     | Short (< 4 minutes) | 4K                      | Relevance   |
| Today       | Channel   | Long (> 20 minutes) | HD                      | Upload date |
| This week   | Playlist  |                     | Subtitles/CC            | View count  |
| This month  | Film      |                     | <b>Creative Commons</b> | Rating      |
| This year   | Programme |                     | 3D                      |             |
|             |           |                     | Live                    |             |
|             |           |                     | Purchased               |             |
|             |           |                     | 360°                    |             |

**CC creative commons**

**Creative Commons & Copyright Info**

Watch Now UK

5 years ago • 137,292 views

watchnowvideomagazine YouTube video copyright Information, creative commons licence information, advice and help for ...

5:20

# Where to find CC licensed resources?

## *music*

The screenshot shows a web browser window with the URL [jamendo.com](https://www.jamendo.com). The page features a navigation bar with a hamburger menu, a back arrow, a user profile icon, and a search icon. Below the navigation bar, the section "OUR RADIO STATIONS" is displayed, containing six radio station cards: "BEST OF JAMENDO MUSIC" (with an image of three people), "POP" (with an image of a singer), "ROCK" (with an image of a guitar), "ELECTRONIC" (with an image of a DJ mixer), "HIPHOP" (with an image of a DJ turntable), and "INDIE" (with an image of a person's feet on a stage). A "MORE RADIO STATIONS" button is located to the right of these cards. Below the radio stations, there is a section for "FREE STREAMING / FREE DOWNLOAD" with two dropdown menus: "BEST OF" and "ALL GENRES". A red "PLAY ALL" button is positioned to the right of these menus. At the bottom, a music player interface shows the track "Flowing Air" by "MATTIA VLAD MORLEO" with a play button icon. To the right of the track name are icons for heart, share, playlist, and download.

OUR RADIO STATIONS

BEST OF JAMENDO MUSIC

POP

ROCK

ELECTRONIC

HIPHOP

INDIE

MORE RADIO STATIONS

FREE STREAMING / FREE DOWNLOAD

BEST OF

ALL GENRES

PLAY ALL

Flowing Air  
MATTIA VLAD MORLEO

# TWENTY QUESTIONS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20



DICK

HERB



VAN

FLORENCE

ALDO RAY

Contact:

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Ilkay Gurbuz Holt ([ilkayholt@gmail.com](mailto:ilkayholt@gmail.com))

@ilkayholt

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